

Phone log from
Thursday,

6 April 2017 re: an
Twitter account

on 294-2067

Call received @ 0915 from 919 area code

on 294-2067 @ 1010

0950 Margaret Smith 289-7505 Omaha

on 294-4130

603-285-3843 @ 12:40

775-221-7332 1300

Laura Stewart former US Contractor

linked to Russia today

916-960-8119 1445

Karen Wright

978-667-1654

Christine Brown Massachusetts

316-841-4419

Mandy Pilla Kansas

908-361-4337 Heidi

908-361-4337 Heidi 3:10

Our Twitter has been hacked

Each caller was read the following:

Thank you for your call. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

For calls when people starting yelling at me, I re-read the last two lines of the statement. If the people continued, I would follow the re-reading with, "at this time I must end this call. Thank you for your feedback and I will share your input with my superiors," and hung up the phone. I then relayed the interaction with the other staff members in the office at the time.

Cooper, Kendall L CIV STRATCOM J006 (US)

From: DeWalt, Brook CAPT USN STRATCOM J020 (US) <brook.dewalt.mil@mail.mil>
Sent: Monday, April 10, 2017 12:32 PM
To: Ziegenhorn, Julie A CIV STRATCOM J020 (US)
Subject: FW: Proposed RTQ for Twitter response re: Breitbart retweet
Signed By: brook.dewalt.mil@mail.mil

FFYSA...

-----Original Message-----

From: Karbler, Daniel L MG USARMY STRATCOM J0CS (US)
Sent: Thursday, April 06, 2017 9:43 AM
To: DeWalt, Brook CAPT USN STRATCOM J020 (US)
Subject: RE: Proposed RTQ for Twitter response re: Breitbart retweet

Brook,
We have to be smart about how we assess the need to generate extra media coverage. I would argue that we had 90% success rate on this week's media coverage and that re-tweeting only gained us marginal benefit. Please continue to keep this in mind. I am not sure re-tweeting meets the CC's intent.
Thanks.
Chief

-----Original Message-----

From: DeWalt, Brook CAPT USN STRATCOM J020 (US)
Sent: Thursday, April 06, 2017 8:48 AM
To: Hyten, John E Gen USAF STRATCOM J0CC (US)
Cc: Richard, Charles A VADM USN STRATCOM J0CD (US); Karbler, Daniel L MG USARMY STRATCOM J0CS (US); Non-responsive
Non-responsive STRATCOM J0CC (US); Non-responsive STRATCOM J0CC (US); Non-responsive
Non-responsive US STRATCOM (US); Non-responsive STRATCOM J0CD (US); Non-responsive
STRATCOM J0CD (US); Non-responsive STRATCOM J0CS (US); Non-responsive STRATCOM J0CS
(US); Non-responsive STRATCOM J004 (US); Non-responsive US STRATCOM (US);
Ziegenhorn, Julie A CIV STRATCOM J020 (US); Odonnell, Martin L LTC USARMY STRATCOM J020 (US); Clark, Rebekah A
(Bekah) CIV STRATCOM J020 (US); Miller, Matthew B Maj USAF STRATCOM J020 (US); Maguire, Brian L Capt USAF
STRATCOM J020 (US)
Subject: Re: Proposed RTQ for Twitter response re: Breitbart retweet

Copy, sir. Retweeting is part of the social media engagement process, as it helps propagate our themes and messages.
Can elaborate further in person.
VR/bd

On Apr 6, 2017, at 7:30 AM, Hyten, John E Gen USAF STRATCOM J0CC (US) <john.e.hyten.mil@mail.mil> wrote:

What benefit do we get from retweeting? Seems like it only invites criticism.....

On Apr 6, 2017, at 07:18, DeWalt, Brook CAPT USN STRATCOM J020 (US) <brook.dewalt.mil@mail.mil> wrote:

General Hyten:

Wanted you to be aware that we've received a fair amount of criticism overnight on Twitter based on a story we repurposed -- a normal process done throughout social media, including mil sites like ours. At issue is that this came from a reporter now w/ Breitbart. The reporter, Kristina Wong, is a credentialed member of the Pentagon Press Corps who we've worked with for several years, previously w/ The Hill, and who was at the SASC hearing. The standard is that retweets do not imply endorsement, as noted online. Also, we are deleting the foul language posts-- standard practice. Please see below for further info. We are also talking w/ OSD on this and will see if they have any additional guidance.

VR/bd

Begin forwarded message:

From: "Ziegenhorn, Julie A CIV STRATCOM J020 (US)" <julie.a.ziegenhorn.civ@mail.mil>

Date: April 6, 2017 at 6:26:46 AM MDT

To: "Rojas, Herlinda K CDR USN OSD PA (US)" <herlinda.k.rojas.mil@mail.mil>, "Evans, Patrick L CDR USN OSD PA (US)" <patrick.l.evans.mil@mail.mil>, "Davis, Jamie Alan MAJ USARMY OSD PA (US)" <jamie.a.davis.mil@mail.mil>

Cc: "DeWalt, Brook CAPT USN STRATCOM J020 (US)" <brook.dewalt.mil@mail.mil>, "Odonnell, Martin L LTC USARMY STRATCOM J020 (US)" <martin.l.odonnell.mil@mail.mil>, "Miller, Matthew B Maj USAF STRATCOM J020 (US)" <matthew.b.miller23.mil@mail.mil>, "Maguire, Brian L Capt USAF STRATCOM J020 (US)" <brian.l.maguire.mil@mail.mil>, "Clark, Rebekah A (Bekah) CIV STRATCOM J020 (US)" <rebekah.a.clark.civ@mail.mil>, "Fischer, Jason S LT USN STRATCOM J020 (US)" <jason.s.fischer.mil@mail.mil>

Subject: Proposed RTQ for Twitter response re: Breitbart retweet

Lady and gentlemen,

FYSA...we typically retweet various stories reference our mission sets and issues. Our retweet yesterday from Kristina Wong's story (she attended Gen Hyten's testimony on Tuesday, and wrote an accurate/factual story (below) has generated quite the reaction in the twitter-sphere. FYSA--we also retweeted stories from Omaha World-Herald, Breaking Defense, Space News, af.mil and a number of others based on the General's testimony. It's standard practice for us to retweet media stories that cover us accurately. Wanted you to be aware of the situation and our RTQ below. Thanks and let us know of any questions. Have a great day, Vr Julie

"US Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization."

Top General: 'Nearly All Elements of Nuclear Triad' Outdated
Breitbart News, 4 Apr 2017
Kristina Wong

WASHINGTON D.C. -- The commander in charge of the nation's nuclear forces on Tuesday warned that the U.S. needs to modernize its nuclear forces in the face of adversaries' advancing capabilities.

"At a time when our adversaries have significantly modernized and continued to upgrade their nuclear forces, nearly all elements of the nuclear triad are operating beyond their designed service life," Air Force Gen. John Hyten told the Senate Armed Services Committee.

The "triad" refers to the three legs of U.S. nuclear deterrence: submarines, ground-based systems, and bombers.

Hyten said as the U.S. deemphasized strategic nuclear deterrence, adversaries ramped theirs up. He said that, in 2006, Russia began an aggressive effort to modernize its nuclear force and "they continue that to this day."

He called Russia's breach of the Intermediate-Range Nuclear Forces (INF) Treaty, which requires the U.S. and Russia to eliminate intermediate-range cruise and ballistic missiles, a "concern."

Russia in February deployed an operational unit of cruise missiles that violated the treaty, according to The New York Times.

"We have no defense for it, especially in defense of our European allies," Hyten said. "It is a concern and we're going to have to figure out how to deal with it as a nation."

Senate Armed Services Committee Chairman John McCain (R-AZ) said the violation "is a clear signal of the elevated role of tactical nuclear weapons in Russian military doctrine."

"Moreover, this violation leaves the United States as the only country in the world, abiding by treaty limits on its intermediate range missile forces," he said. "Merely hoping that Russia will return to treaty compliance is insufficient to the seriousness of this threat."

He also listed China, North Korea, and Iran as top concerns, particularly China's advances in countering the U.S. in the space domain and North Korea's recent proven ability to launch a solid-fueled missile versus a liquid-fueled missile. Solid-fuel missiles are harder to detect in advance, require less support, and can be deployed more quickly.

Hyten also updated senators on a Pentagon review of the nation's nuclear force posture, one of the first things President Trump ordered after taking office. He said the review has just kicked off, with a six-month timeframe. It will also recommend responses to Russia's INF violation, he said.

He also said there would be a six-month ballistic missile defense review that will soon kick off.

But he warned that strategic deterrence no longer just referred to nuclear weapons, but other realms, including space and cyber.

"I think what's missing is a broader discussion of what 21st-century deterrence really means. That involves the nuclear capabilities as the backstop; but fundamentally space, cyber, conventional, all the other elements as well. When we talk about deterrence, we tend to fall back 50 years ago to the deterrence model of the '60s, '70s and '80s," he said.

Hyten said the U.S. would need to spend roughly six percent of the defense budget over 30 years to modernize the nation's nuclear arsenal, an increase from 3.5 percent currently.

He said his top priority is to modernize the triad: replacing the Ohio-class submarines, replacing the Minuteman intercontinental ballistic missiles, and fielding the B-21 Long Range Strike Bomber.

He said his second priority is to modernize the nuclear weapons themselves, and his third priority is to modernize the nuclear command and control.

Hyten warned that if Congress passes a short-term funding measure for the rest of the year, known as a "continuing resolution," instead of a full 2017 budget, it would delay the programs to modernize the nuclear force. Those delays could break contracts and incur more fees for taxpayers, he said.

McCain said Congress supported modernizing each leg of the nuclear triad in the 2017 defense authorization and appropriation bills.

"Modernization is not cheap, but it is affordable," he said.

Cooper, Kendall L CIV STRATCOM J006 (US)

From: Odonnell, Martin L LTC USARMY STRATCOM J020 (US)
<martin.l.odonnell.mil@mail.mil>
Sent: Monday, April 10, 2017 1:01 PM
To: Ziegenhorn, Julie A CIV STRATCOM J020 (US)
Cc: DeWalt, Brook CAPT USN STRATCOM J020 (US); STRATCOM Offutt AFB J020 List PA
Subject: Responses to Website Contact Forms (ref. Breitbart article)
Attachments: RE: U.S. Strategic Command Contact Form: stratcom pushing traffic to hat... (7.83 KB);
RE: U.S. Strategic Command Contact Form: Breitbart Link (7.57 KB); RE: U.S. Strategic
Command Contact Form: Tweeting Links to Racist "... (7.76 KB); RE: U.S. Strategic
Command Contact Form: Your believability (8.36 KB); FW: U.S. Strategic Command
Contact Form: Citing media sources (8.14 KB); [Non-DoD Source] Re: U.S. Strategic
Command Contact Form: Tweeting Links... (13.4 KB); [Non-DoD Source] Re: U.S.
Strategic Command Contact Form: Twitter feed p... (3.79 KB); [Non-DoD Source] Re: U.S.
Strategic Command Contact Form: Tweeting Links... (5.55 KB); RE: U.S. Strategic
Command Contact Form: US Strategic Command Twitter Ha... (8.24 KB); RE: U.S.
Strategic Command Contact Form: Using Breitbart News as Media O... (7.84 KB); [Non-
DoD Source] Re: U.S. Strategic Command Contact Form: US Strategic C... (11.4 KB)

Julie,

As requested, attached are our responses to contact forms submitted through our website, and few responses to our responses (which we did not respond further to), regarding the tweet of a link to a Breitbart article.

V/r,

- Marty

LTC MARTIN L. O'DONNELL (USA A)
Public Affairs Current Operations Chief
U.S. Strategic Command
Public Affairs Office (J020)
901 SAC Boulevard, Suite 1A1
Offutt Air Force Base, NE 68113
W: +1.402.294.1069
DSN: 312.271.1069
M: +1.402.203.2539
E: martin.l.odonnell.mil@mail.mil
T: www.twitter.com/odonnellm
L: www.linkedin.com/in/odonnellm

Follow U.S. Strategic Command at:

W: www.stratcom.mil
F: www.facebook.com/usstrategiccommand
T: www.twitter.com/US_Stratcom
F: www.flickr.com/photos/usstratcom
Y: www.youtube.com/user/stratcompa

Cooper, Kendall L CIV STRATCOM J006 (US)

From: Lovelady, Jonathan M SSgt USAF STRATCOM J020 (US)
<jonathan.m.lovelady2.mil@mail.mil> on behalf of STRATCOM Offutt AFB J020 List PA
<stratcom.offutt.j020.list.pa@mail.mil>
Sent: Thursday, April 06, 2017 11:11 AM
To: mrscoffeemug@mindspring.com
Subject: RE: U.S. Strategic Command Contact Form: stratcom pushing traffic to hate site
Signed By: jonathan.lovelady@us.af.mil

Ms. Woods,

Thank you for your e-mail. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

Sincerely,
U.S. Strategic Command Public Affairs

-----Original Message-----

From: noreply@dma.mil [mailto:noreply@dma.mil]
Sent: Wednesday, April 05, 2017 11:32 PM
To: STRATCOM Offutt AFB J005 Mailbox J005
Subject: U.S. Strategic Command Contact Form: stratcom pushing traffic to hate site

This message was sent from the U.S. Strategic Command website.

Message From: katherine woods

Email: mrscoffeemug@mindspring.com

Response requested: Yes

Message:

Was your account hacked?

https://twitter.com/US_Stratcom/status/849690534172123136

I do not add click count to or accept cookies from Breitbart news due to its extremely offensive content. Federal Government using taxpayer resources to push traffic to such a site is totally unacceptable. Please review your media policies regarding racist, intentionally inflammatory hate sites & explain how this is acceptable?

This email was sent from AFPIMS

HTTP_CMS_CLIENT_IP:

HTTP_X_ARR_LOG_ID: 26269382-a2a7-4563-b60a-85e0af0497e5

HTTP_ORIGIN: <http://www.stratcom.mil>

HTTP_TRUE_CLIENT_IP: 107.133.103.124

Cooper, Kendall L CIV STRATCOM J006 (US)

From: Lovelady, Jonathan M SSgt USAF STRATCOM J020 (US)
<jonathan.m.lovelady2.mil@mail.mil> on behalf of STRATCOM Offutt AFB J020 List PA
<stratcom.offutt.j020.list.pa@mail.mil>
Sent: Thursday, April 06, 2017 11:06 AM
To: david.l.quick@gmail.com
Subject: RE: U.S. Strategic Command Contact Form: Tweeting Links to Racist "Media"
Signed By: jonathan.lovelady@us.af.mil

Mr. Quick,

Thank you for your e-mail. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

Sincerely,
U.S. Strategic Command Public Affairs

-----Original Message-----

From: noreply@dma.mil [mailto:noreply@dma.mil]
Sent: Wednesday, April 05, 2017 10:45 PM
To: STRATCOM Offutt AFB J020 List PA
Subject: U.S. Strategic Command Contact Form: Tweeting Links to Racist
"Media"

This message was sent from the U.S. Strategic Command website.

Message From: David Quick

Email: david.l.quick@gmail.com

Response requested: Yes

Message:

Your official twitter account linked a tweet to Breitbart, a racist
"alt-right" website.

Is this allowable under your social media guidelines?

As a veteran I find this COMPLETELY UNSAT.

Response requested.

This email was sent from AFPIMS

HTTP_CMS_CLIENT_IP:

HTTP_X_ARR_LOG_ID: 872f940f-dede-47eb-8fba-a9f23c1e6608

HTTP_ORIGIN: http://www.stratcom.mil

HTTP_TRUE_CLIENT_IP: 76.177.39.151

Cooper, Kendall L CIV STRATCOM J006 (US)

From: Lovelady, Jonathan M SSgt USAF STRATCOM J020 (US)
<jonathan.m.lovelady2.mil@mail.mil>
Sent: Thursday, April 06, 2017 11:12 AM
To: STRATCOM Offutt AFB J020 List PA
Subject: FW: U.S. Strategic Command Contact Form: Citing media sources
Signed By: jonathan.lovelady@us.af.mil

Forgot to CC pa distro

V/R
SSgt Jonathan "LJ" Lovelady
Photojournalist
U.S. Strategic Command Public Affairs (J020)
402-294-5964

-----Original Message-----

From: Lovelady, Jonathan M SSgt USAF STRATCOM J020 (US) On Behalf Of STRATCOM
Offutt AFB J020 List PA
Sent: Thursday, April 06, 2017 11:04 AM
To: 'whaykleinlaura@yahoo.com'
Subject: RE: U.S. Strategic Command Contact Form: Citing media sources

Ms. Whay Klein,

Thank you for your e-mail. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

Sincerely,
U.S. Strategic Command Public Affairs

-----Original Message-----

From: noreply@dma.mil [mailto:noreply@dma.mil]
Sent: Thursday, April 06, 2017 7:07 AM
To: STRATCOM Offutt AFB J020 List PA
Subject: U.S. Strategic Command Contact Form: Citing media sources

This message was sent from the U.S. Strategic Command website.

Message From: Laura Whay Klein

Email: whaykleinlaura@yahoo.com

Response requested: No

Message:

In one of your last tweets, you linked to a BREITBART article. It is completely unacceptable for our government to link to this news source as being credible. It has been widely reported and accepted that Breitbart is not a credible source, it spews hateful stories - many of which are completely false. You represent a key element of our government and are held to a much higher standard of truth. It is shameful that you would choose to link to this article.

This email was sent from AFPIMS

HTTP_CMS_CLIENT_IP:

HTTP_X_ARR_LOG_ID: 577e5b3c-0b69-4f32-89c3-8398165e1391

HTTP_ORIGIN: <http://www.stratcom.mil>

HTTP_TRUE_CLIENT_IP: 108.92.26.207

Cooper, Kendall L CIV STRATCOM J006 (US)

From: Lovelady, Jonathan M SSgt USAF STRATCOM J020 (US)
<jonathan.m.lovelady2.mil@mail.mil> on behalf of STRATCOM Offutt AFB J020 List PA
<stratcom.offuttj020.list.pa@mail.mil>
Sent: Thursday, April 06, 2017 11:10 AM
To: dee.golf@yahoo.com
Subject: RE: U.S. Strategic Command Contact Form: Breitbart Link
Signed By: jonathan.lovelady@us.af.mil

Ms. Hanscom,

Thank you for your e-mail. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

Sincerely,
U.S. Strategic Command Public Affairs

-----Original Message-----

From: noreply@dma.mil [mailto:noreply@dma.mil]
Sent: Thursday, April 06, 2017 12:29 AM
To: STRATCOM Offutt AFB J005 Mailbox J005
Subject: U.S. Strategic Command Contact Form: Breitbart Link

This message was sent from the U.S. Strategic Command website.

Message From: Dolores Hanscom

Email: dee.golf@yahoo.com

Response requested: Yes

Message:

As Retired USAF I am deeply offended by @US_Stratcom linking to Breitbart, a White Supremacist website! This was on Twitter.com. I want you to answer me!

This email was sent from AFPIMS

HTTP_CMS_CLIENT_IP:
HTTP_X_ARR_LOG_ID: fb98a5ad-870b-46f0-b391-b2d24ff22503
HTTP_ORIGIN: Unavailable
HTTP_TRUE_CLIENT_IP: 198.45.132.126

Cooper, Kendall L CTV STRATCOM J006 (US)

From: Lovelady, Jonathan M SSgt USAF STRATCOM J020 (US)
<jonathan.m.lovelady2.mil@mail.mil> on behalf of STRATCOM Offutt AFB J020 List PA
<stratcom.offutt.j020.list.pa@mail.mil>
Sent: Thursday, April 06, 2017 11:02 AM
To: Mbvargo@aol.com
Subject: RE: U.S. Strategic Command Contact Form: Your believability
Signed By: jonathan.lovelady@us.af.mil

Ms. Vargo,

Thank you for your e-mail. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

Sincerely,
U.S. Strategic Command Public Affairs

-----Original Message-----

From: noreply@dma.mil [mailto:noreply@dma.mil]
Sent: Thursday, April 06, 2017 8:39 AM
To: STRATCOM Offutt AFB J005 Mailbox J005
Subject: U.S. Strategic Command Contact Form: Your believability

This message was sent from the U.S. Strategic Command website.

Message From: Mary Vargo

Email: Mbvargo@aol.com

Response requested: Yes

Message:

I was very sad to see your social media quoting a tabloid like journal as an evidentiary news source. I would like to know what the real statistics are. I actually use twitter to learn about the world around me. Although it is difficult to tell the difference between real facts and "fake news" it takes some digging and it can be done. I wanted to say quoting breitbart news as was VERY surprising. I can see that you have let politics cloud your judgement of what is real and fake. I am a conservative republican just so you don't start name calling. This news source very often makes up facts for sensational journalism I.E. fake news to attract \$\$\$\$\$. Please at least retract this tweet. I'm am right now quite suspicious of your social media persons ability to convey clear and trusted info to the public. It is QUITE clear that this person needs some social media training basics. Please

convey the facts and leave politics out of the equation. Also think about retracting.

This email was sent from AFPIMS

HTTP_CMS_CLIENT_IP:
HTTP_X_ARR_LOG_ID: 67b1232b-f770-457a-9aee-8ed48852f83a
HTTP_ORIGIN: http://www.stratcom.mil
HTTP_TRUE_CLIENT_IP: 174.205.12.154

Cooper, Kendall L CIV STRATCOM J006 (US)

From: David Quick <david.l.quick@gmail.com>
Sent: Thursday, April 06, 2017 12:30 PM
To: STRATCOM Offutt AFB J020 List PA
Subject: [Non-DoD Source] Re: U.S. Strategic Command Contact Form: Tweeting Links to Racist
" Media"

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

Here's a sampling of Breitbart's most incendiary headlines:

'The solution to online 'harassment' is simple: Women should log off'

A article in July argued that women are "screwing up the Internet for men by invading every space we have online and ruining it with attention-seeking and a needy, demanding, touchy-feely form of modern feminism."

'Bill Kristol: Republican spoiler, renegade Jew'

A post in May described a "third party effort to block Trump's path to the White House" that Breitbart claimed was orchestrated by the prominent conservative and Trump critic Bill Kristol.

'Trannies whine about hilarious Bruce Jenner billboard'

A December 2015 article criticized a campaign to take down a billboard mocking Caitlyn Jenner after she went public with her transition last year. "Transsexuals have forced a company in New Zealand to take down a billboard poking fun at Bruce Jenner and his man-parts," the article said.

'Birth control makes women unattractive and crazy'

A December 2015 article made a case against birth control and concluded, "We need the kids if we're to breed enough to keep the Muslim invaders at bay."

'Hoist it high and proud: The Confederate flag proclaims a glorious heritage'

An article published in July 2015, weeks after a mass shooting at a historic black church in Charleston, South Carolina, slammed critics of the Confederate flag, a symbol embraced by the gunman. "Those who initiated identity politics are attempting to obliterate the Southern identity," the author of the Breitbart piece wrote. "Every tree, every rooftop, every picket fence, every telegraph pole in the South should be festooned with the Confederate battle flag."

' "Would you rather your child had feminism or cancer?" '

A February post on the website included a video created by the Michigan Review, a University of Michigan publication, to promote a debate on campus featuring Yiannopoulos. The publication asked participants the question.

'Gay rights have made us dumber, it's time to get back in the closet'

A June 2015 article by Yiannopoulos, who is openly gay, argued in favor of "forcing gays back into the closet." "I find it depressing that my fellow fags have stopped breeding," Yiannopoulos wrote.

'Science proves it: Fat-shaming works'

A July article argued that overweight people should be shamed into losing weight. "A 20-year-old has their entire life ahead of them, and those are the people we should focus on shaming into shape," the article said.

"There's no hiring bias against women in tech, they just suck at interviews"

A July article suggested that research revealed "women might just suck at job interviews."

On Thu, Apr 6, 2017 at 1:07 PM, David Quick <david.l.quick@gmail.com < Caution-mailto:david.l.quick@gmail.com > > wrote:

Caution-<https://www.splcenter.org/hatewatch/2017/02/21/breitbart-under-bannon-breitbart-comment-section-reflects-alt-right-anti-semitic-language> < Caution-<https://www.splcenter.org/hatewatch/2017/02/21/breitbart-under-bannon-breitbart-comment-section-reflects-alt-right-anti-semitic-language> >

Really?

On Thu, Apr 6, 2017 at 12:06 PM, STRATCOM Offutt AFB J020 List PA <stratcom.offutt.j020.list.pa@mail.mil < Caution-mailto:stratcom.offutt.j020.list.pa@mail.mil > > wrote:

Mr. Quick,

Thank you for your e-mail. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

Sincerely,
U.S. Strategic Command Public Affairs

-----Original Message-----

From: noreply@dma.mil < Caution-mailto:noreply@dma.mil > [Caution-mailto:noreply@dma.mil < Caution-mailto:noreply@dma.mil >]

Sent: Wednesday, April 05, 2017 10:45 PM

To: STRATCOM Offutt AFB J020 List PA

Subject: U.S. Strategic Command Contact Form: Tweeting Links to Racist

"Media";

This message was sent from the U.S. Strategic Command website.

Message From: David Quick

Email: david.l.quick@gmail.com < Caution-mailto:david.l.quick@gmail.com >

Response requested: Yes

Message:

Your official twitter account linked a tweet to Breitbart, a racist
"alt-right" website.

Is this allowable under your social media guidelines?

As a veteran I find this COMPLETELY UNSAT.

Response requested.

This email was sent from AFPIMS

HTTP_CMS_CLIENT_IP:

HTTP_X_ARR_LOG_ID: 872f940f-dede-47eb-8fba-a9f23c1e6608

HTTP_ORIGIN: Caution-http://www.stratcom.mil < Caution-http://www.stratcom.mil >

HTTP_TRUE_CLIENT_IP: 76.177.39.151

Cooper, Kendall L CIV STRATCOM J006 (US)

From: Robin R Penner <robinpenner@mac.com>
Sent: Thursday, April 06, 2017 12:50 PM
To: STRATCOM Offutt AFB J020 List PA
Subject: [Non-DoD Source] Re: U.S. Strategic Command Contact Form: Twitter feed posted Russian propaganda

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

Thanks for the reply, but nope. You are judged by the company you keep. I'm pretty sure I'm not the only person you deeply offended today. Where do you draw the line, anyway? Would you retweet StormFront? RT? I truly hope you wouldn't, no matter how it furthers your agenda.

I have great respect for the Strategic Command, but this was a huge mistake and not the kind of mistake people are taking lightly in the current climate. I hope you reconsider and that the criticism doesn't make you continue to dig in. I suggest considering deleting that tweet at the very least, and finding a non-fascist, non-racist, non-Putin publication for future re-tweeting.

If you are unclear what "media" sources are considered unbiased sources, I have seen a handy chart which ranks news organizations by their bias and trustworthiness, and I would be happy to forward you a copy.

Thanks for your thoughtful consideration of my input, and thank you for your service and sacrifices for our country-- --
Robin Penner

> On Apr 6, 2017, at 11:08 AM, STRATCOM Offutt AFB J020 List PA
<stratcom.offutt.j020.list.pa@mail.mil> wrote:
>
> Robin,
>
> Thank you for your e-mail. We appreciate your feedback.
>
> U.S. Strategic Command uses social media and web tools to inform the
public
> about its missions, people and activities. We routinely repurpose
> stories
of
> interest via social media that contain factual and accurate
> information
about
> the command and its mission sets. Our policy is that we do not
> endorse,
nor
> discriminate against, any particular news organization.

>
> Sincerely,
> U.S. Strategic Command Public Affairs
>
> -----Original Message-----
> From: noreply@dma.mil [Caution-mailto:noreply@dma.mil]
> Sent: Thursday, April 06, 2017 5:40 AM
> To: STRATCOM Offutt AFB J005 Mailbox J005
> Subject: U.S. Strategic Command Contact Form: Twitter feed posted
> Russian propaganda
>
> This message was sent from the U.S. Strategic Command website.
>
> Message From: Robin Penner
>
> Email: robinpenner@mac.com
>
> Response requested: No
>
> Message:
> Citing a Brietbart article in the official STRATCOM twitter account is
> indefensible. Brietbart is a right wing blog, not a media outlet, and
> it
has
> no place in your official communications. I am extremely unsettled by
this
> and what it reveals about our current government. Please make sure
> your
media
> office is messaging consistent with official positions, not tweeting
Russian
> propaganda sites.
>
> -----
> This email was sent from AFPIMS
> -----
> HTTP_CMS_CLIENT_IP:
> HTTP_X_ARR_LOG_ID: 6e6459f8-c7aa-4732-b72b-636ee30bb00d
> HTTP_ORIGIN: Caution-http://www.stratcom.mil
> HTTP_TRUE_CLIENT_IP: 172.87.2.132
>
>
>
>

Cooper, Kendall L CIV STRATCOM J006 (US)

From: David Quick <david.l.quick@gmail.com>
Sent: Thursday, April 06, 2017 12:07 PM
To: STRATCOM Offutt AFB J020 List PA
Subject: [Non-DoD Source] Re: U.S. Strategic Command Contact Form: Tweeting Links to Racist
" Media"

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

Caution-<https://www.splcenter.org/hatewatch/2017/02/21/breitbart-under-bannon-breitbart-combats-comment-section-refers-alt-right-anti-semitic-language> < Caution-<https://www.splcenter.org/hatewatch/2017/02/21/breitbart-under-bannon-breitbart-combats-comment-section-refers-alt-right-anti-semitic-language> >

Really?

On Thu, Apr 6, 2017 at 12:06 PM, STRATCOM Offutt AFB J020 List PA <stratcom.offutt.j020.list.pa@mail.mil < Caution-mailto:stratcom.offutt.j020.list.pa@mail.mil > > wrote:

Mr. Quick,

Thank you for your e-mail. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

Sincerely,
U.S. Strategic Command Public Affairs

-----Original Message-----

From: noreply@dma.mil < Caution-mailto:noreply@dma.mil > [Caution-mailto:noreply@dma.mil < Caution-mailto:noreply@dma.mil >]
Sent: Wednesday, April 05, 2017 10:45 PM
To: STRATCOM Offutt AFB J020 List PA
Subject: U.S. Strategic Command Contact Form: Tweeting Links to Racist
"Media"

This message was sent from the U.S. Strategic Command website.

Message From: David Quick

Email: david.l.quick@gmail.com < Caution-mailto:david.l.quick@gmail.com >

Response requested: Yes

Message:

**Your official twitter account linked a tweet to Breitbart, a racist
"alt-right" website.**

Is this allowable under your social media guidelines?

As a veteran I find this COMPLETELY UNSAT.

Response requested.

This email was sent from AFPIMS

HTTP_CMS_CLIENT_IP:

HTTP_X_ARR_LOG_ID: 872f940f-dede-47eb-8fba-a9f23c1e6608

HTTP_ORIGIN: Caution-http://www.stratcom.mil < Caution-http://www.stratcom.mil >

HTTP_TRUE_CLIENT_IP: 76.177.39.151

Cooper, Kendall L CIV STRATCOM J006 (US)

From: Lovelady, Jonathan M SSgt USAF STRATCOM J020 (US)
<jonathan.m.lovelady2.mil@mail.mil> on behalf of STRATCOM Offutt AFB J020 List PA
<stratcom.offutt.j020.list.pa@mail.mil>
Sent: Friday, April 07, 2017 7:08 AM
To: rsayres@yahoo.com
Subject: RE: U.S. Strategic Command Contact Form: US Strategic Command Twitter Handle
Signed By: jonathan.lovelady@us.af.mil

Ms. Sayres,

Thank you for your e-mail. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

Sincerely,
U.S. Strategic Command Public Affairs

-----Original Message-----

From: noreply@dma.mil [mailto:noreply@dma.mil]
Sent: Thursday, April 06, 2017 2:25 PM
To: STRATCOM Offutt AFB J020 List PA
Subject: U.S. Strategic Command Contact Form: US Strategic Command Twitter Handle

This message was sent from the U.S. Strategic Command website.

Message From: Rebecca Sayres

Email: rsayres@yahoo.com

Response requested: No

Message:

Dear Sir or Madame,

I am writing in conjunction to a tweet that was sent out from the official US Strategic Command Twitter handle on April 5th, 2017, at approximately 14:29. The tweet linked to a Breitbart News article entitled, "Top General: Nearly All Elements of Nuclear Triad Outdated". As I read through the article, I was alarmed to see an advertisement requesting readers to participate in a poll on whether Hillary Clinton should be indicted. The US Strategic Command operates under the Department of Defense umbrella. In no way, shape, or form, should the Command be linking to articles that could be construed as political. Though it was the advertiser who posted the highly contentious Hillary question, that is neither here nor there, as the

Command's tweet linked to it. If not a violation of rules, it is grossly unethical and unprofessional.

Moreover, Breitbart News has garnered the reputation of being offensive, controversial, as well as being a periodical that peddles

This email was sent from AFPIMS

HTTP_CMS_CLIENT_IP:

HTTP_X_ARR_LOG_ID: 724a1935-9715-4cdd-b747-c77be1958030

HTTP_ORIGIN: Unavailable

HTTP_TRUE_CLIENT_IP: 76.76.218.162

Cooper, Kendall L CIV STRATCOM J006 (US)

From: Lovelady, Jonathan M SSgt USAF STRATCOM J020 (US)
<jonathan.m.lovelady2.mil@mail.mil> on behalf of STRATCOM Offutt AFB J020 List PA
<stratcom.offutt.j020.list.pa@mail.mil>
Sent: Friday, April 07, 2017 7:12 AM
To: lstuartreo@gmail.com
Subject: RE: U.S. Strategic Command Contact Form: Using Breitbart News as Media Outlet
Signed By: jonathan.lovelady@us.af.mil

Ms. Stuart,

Thank you for your e-mail. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

Sincerely,
U.S. Strategic Command Public Affairs

-----Original Message-----

From: noreply@dma.mil [mailto:noreply@dma.mil]
Sent: Thursday, April 06, 2017 1:03 PM
To: STRATCOM Offutt AFB J020 List PA
Subject: U.S. Strategic Command Contact Form: Using Breitbart News as Media Outlet

This message was sent from the U.S. Strategic Command website.

Message From: Laura Stuart

Email: lstuartreo@gmail.com

Response requested: No

Message:

The article posted on 4/6 entitled Top General: ‘Nearly All Elements of Nuclear Triad’; Outdated was immediately synced with RUSSIA TODAY, the news propoganda media outlet used by Putin and the headline was ‘US has no defense against Russian Cruise Missiles’;

Was this your intent?? Why are you allowing this information on a new outlet that supports white supremacy and nationalistic right wing nuts???

This can NOT happen within the US Military.

This email was sent from AFPIMS

HTTP_CMS_CLIENT_IP:

HTTP_X_ARR_LOG_ID: e8dc303a-6f41-434a-b799-dfdc816ee5db

HTTP_ORIGIN: http://www.stratcom.mil

HTTP_TRUE_CLIENT_IP: 75.142.228.83

Cooper, Kendall L CIV STRATCOM J006 (US)

From: Rebecca Sayres <rsayres@yahoo.com>
Sent: Friday, April 07, 2017 9:07 AM
To: STRATCOM Offutt AFB J020 List PA
Subject: [Non-DoD Source] Re: U.S. Strategic Command Contact Form: US Strategic Command Twitter Handle

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

Thank you for the reply. I have sent a letter to the Inspector General to voice my complaint, and request an investigation. Credible news organization do not utilize headlines such as the following, (which Breitbart ran):

December 2015, "Birth Control Makes Women Unattractive and Crazy"

February 2016, "Would You Rather Your Child had Feminism or Cancer?"

July 2016, "Suck It up Buttercups: Dangerous Faggot Tour Returns to Colleges in September"

July 2016, "Science Proves It: Fat-Shaming Works"

It's shameful, and detrimental to the Commands credibility to utilize this lewd organization as a source. What's next? The Onion, Mad Magazine, Playboy? Clearly, the US Command lacks professionalism, leadership, and ethics.

V/R

Rebecca Sayres

From: STRATCOM Offutt AFB J020 List PA <stratcom.offutt.j020.list.pa@mail.mil>
To: "rsayres@yahoo.com" <rsayres@yahoo.com>
Sent: Friday, April 7, 2017 8:08 AM
Subject: RE: U.S. Strategic Command Contact Form: US Strategic Command Twitter Handle

Ms. Sayres,

Thank you for your e-mail. We appreciate your feedback.

U.S. Strategic Command uses social media and web tools to inform the public about its missions, people and activities. We routinely repurpose stories of interest via social media that contain factual and accurate information about

the command and its mission sets. Our policy is that we do not endorse, nor discriminate against, any particular news organization.

Sincerely,

U.S. Strategic Command Public Affairs

-----Original Message-----

From: noreply@dma.mil <Caution-mailto:noreply@dma.mil> [Caution-mailto:noreply@dma.mil <Caution-mailto:noreply@dma.mil>]

Sent: Thursday, April 06, 2017 2:25 PM

To: STRATCOM Offutt AFB J020 List PA

Subject: U.S. Strategic Command Contact Form: US Strategic Command Twitter

Handle

This message was sent from the U.S. Strategic Command website.

Message From: Rebecca Sayres

Email: rsayres@yahoo.com <Caution-mailto:rsayres@yahoo.com>

Response requested: No

Message:

Dear Sir or Madame,

I am writing in conjunction to a tweet that was sent out from the official US Strategic Command Twitter handle on April 5th, 2017, at approximately 14:29.

The tweet linked to a Breitbart News article entitled, "Top General:

Nearly All Elements of Nuclear Triad Outdated";. As I read through the

article, I was alarmed to see an advertisement requesting readers to

participate in a poll on whether Hillary Clinton should be indicted. The US

Strategic Command operates under the Department of Defense umbrella. In no way, shape, or form, should the Command be linking to articles that could be construed as political. Though it was the advertiser who posted the highly contentious Hillary question, that is neither here nor there, as the Command's tweet linked to it. If not a violation of rules, it is grossly unethical and unprofessional.

Moreover, Breitbart News has garnered the reputation of being offensive, controversial, as well as being a periodical that peddles

This email was sent from AFPIMS

HTTP_CMS_CLIENT_IP:

HTTP_X_ARR_LOG_ID: 724a1935-9715-4cdd-b747-c77be1958030

HTTP_ORIGIN: Unavailable

HTTP_TRUE_CLIENT_IP: 76.76.218.162

Department of Defense Public Affairs Guidance for Official Use of Social Media

References: (a) DoD Instruction 8550.01, "DoD Internet Services and Internet-Based Capabilities," September 11, 2012
(b) DoD Directive 5535.09, "DoD Branding and Trademark Licensing Program," December 19, 2007
(c) DoD Instruction 5015.02, "DoD Records Management Program," February 24, 2015
(d) DoD Administrative Instruction 15, "OSD Records and Information Management Program," May 3, 2013
(e) Office of Government Ethics' (OGE) Legal Advisory, LA-15-03, "The Standards of Conduct as Applied to Personal Social Media Use," April 9, 2015
(f) DoD 5500.7-R, "Joint Ethics Regulation (JER)," August 30 1993

This attachment contains OSD guidance and best practices for use by social media practitioners and PA staff who oversee and maintain official DoD accounts (e.g. a Uniformed Service's official Twitter page). The implementation of this guidance is effective immediately.

Social media platforms, technology and uses are dynamic and the ability to adapt to changing trends and technologies will be imperative in order to take full advantage of social media as a communication tool and as part of a comprehensive strategy for the Department of Defense.

Guidance:

I. Establishing an Initial Presence:

A. Approval for official accounts (e.g. External Official Presence (EOP))

EOP activities should be conducted in compliance with the general requirements listed in DoD Instruction 8550.01 (Reference (a)). Before establishing an EOP, approval should be obtained from the responsible DoD Component Head.

Procedures for applying for an official social media account are provided in Enclosure 3 of DoD Instruction 8550.01 (Reference (a)).

It is recommended that only accounts with a dedicated Public Affairs Office (PAO) and a written strategy plan should apply for official verification (the "blue check mark") from specific social media sites. Applicants should submit verification requests to the Digital Engagement Lead for each Uniformed Service or combatant command in coordination with the OATSD(PA) Director of Digital Media.

B. Negotiated Terms of Service agreements

Before deciding to use a social media tool (e.g. Facebook, Instagram), one should seek the advice of the appropriate agency Terms of Service (TOS) Point of Contact (POC) to be sure the agency has already signed a federal-compatible TOS, that the product supports broader agency mission and goals, and that the TOS is legally appropriate for use by that agency. See complete implementation guidance on the main Terms of Service page.

C. Registering an account

All DoD owned and operated social media accounts should be registered at <http://www.defense.gov/Sites/Register-A-Site> and are encouraged to register with the U.S. Digital Registry at <https://www.digitalgov.gov/services/u-s-digital-registry/>. When possible, consider registering with an email address linked to the organization overseeing the account and not a specific person so that the email remains valid through personnel changes. Registrations in these sites make it possible to confirm the validity of a variety of government social media accounts.

II. Maintaining an Official Presence:

A. Clearly identify DoD affiliation

In maintaining an official presence, components should adhere to the following:

- Clear identification that a DoD component is supplying the content for the EOP should be provided.
- The DoD Component under which the EOP is managed, the mission of that Component, and the purpose of the EOP should be provided, as workable.
- Official branding should be in accordance with DoD Directive 5535.09 (Reference (b)).

B. Appropriate content

Although social media is more informal and conversational than conventional military communications, PA staff using social media must remain professional at all times and remember that each platform is simply another tool to achieve the DoD mission. The following are some examples to use as guidelines:

- Do not post graphic, obscene, explicit or racial comments, or comments that are abusive, hateful, vindictive or intended to defame anyone or any organization.
- As a general rule, do not post promotional material or advertisements for a non-federal entity, including its products, services, or sponsored events. Certain exceptions may apply, however, so consult with the appropriate ethics official.
- Do not post details about an ongoing investigation, legal or administrative proceeding that could prejudice the processes or interfere with an individual's rights.

- Avoid spamming or trolling which may be removed and may cause the author(s) to be blocked from the page without notice.
- Do not post copyrighted or trademarked content without permission of the copyright or trademark owner. Imagery posted on social media should be owned by the user. It is acceptable to link to trademarked content if an appropriate citation is provided.
- Be careful to not post comments, photos or videos that suggest or encourage illegal activity.
- Avoid politically oriented content. For additional guidance, see:
<https://osc.gov/Resources/FAQ%20Hatch%20Act%20Employees%20and%20Social%20Media%20Nov%202015.pdf>

All information posted to social media sites should be unclassified. In addition information that is For Official Use Only (FOUO), pre-decisional, proprietary, business-sensitive, or protected by the Privacy Act should not be posted without explicit authorization. Ensure that posted information is marked appropriately, as necessary. Do not post personnel lists, rosters, or directories.

- Remember that use of a government or commercial social media site in an official capacity (related to organizational mission) constitutes official communication. Accuracy and propriety are imperative.

III. Additional Best Practices:

A. Handling social media mistakes

Extensive use of social media may result in occasional mistakes. Follow these steps in the event of a posting error or other mistake:

- Maintain all efforts to remain transparent; delete or edit the post and apologize for the mistake as appropriate, and explain that the material was posted in error and is not an official view.
- If the mistake was factual, post the factually correct information, making clear what has been clarified.
- Refer to the individual digital leads in the appropriate Uniformed Service or DoD component for further guidance.

B. Keeping social media sites safe

Social media access and content need to be defended and protected with vigilance. Cyber-attacks are a real and present threat to the security of government social media accounts. Below are some best practices for keeping social media sites safe:

- Use a strong password. At least 20 characters long, that is either randomly-generated (like LauH6maicaza1Neez3zi) or a random string of words (like “hewn cloths titles yachts refine”). Use a unique password for each website or service to ensure that if one account gets compromised the rest remain safe.
- Use a government e-mail address for official accounts, also with a strong password. A .mil or .gov account will generally be more secure than a personal account, and will reduce the possibility of unauthorized password-reset and interception of emails. Consider added precautions such as two-factor authentication.
- Do not give untrusted third parties, including those who promise more followers or financial returns, access to account usernames and passwords.
- Select third-party applications with care. There are thousands of applications built by external developers that allow an array of innovative functions with an account. Control of a government social media site account should not be given to anyone outside of the command or organization. Revoke access for any third-party application that is not recognized by visiting the Applications tab in the platform’s account settings.
- Make sure all computers and operating systems are up-to-date with the most recent patches, upgrades, and anti-virus software, and that all computers and mobile devices are protected by secure passwords.
- Change social media account passwords at a regularly scheduled time (e.g. once a quarter). Never send passwords via email, even internally.
- Use extra security features to help keep accounts protected. For example, [Facebook has such instructions here.](#)
- Minimize the number of people who have access to the account. Even if a third-party platform is used to avoid sharing the actual account passwords, each person is a possible avenue for phishing or other compromise.
- Report all security violations (e.g. hacked accounts, impostors, etc.) through the appropriate DoD security channels and the Digital Engagement Leads, as well as appropriate social media provider channels (e.g. online forms). For example, to report a violation on Twitter, in addition to reporting through DoD channels, file a security ticket at <https://support.twitter.com/forms/>.

C. Making use of social media analytics (tracking and reporting)

The majority of social platforms offer more data, either through third party tools or internal “analytics,” than has typically been available to PA practitioners. For example, Facebook offers analytics in their “insights page” and Twitter has an “analytics” page. This information is best used for two key purposes: guiding strategy and reporting impact.

Strategy

- Social platforms and audience methods of consumption change so rapidly that current effective posting strategies may become ineffective in a short period of time. Social media practitioners need to have an adaptable strategy. The best way to inform that strategy is to use the analytical tools available on each platform or seek a third party tool (e.g. Hootsuite, sprout social, Radian6).
- Evaluate the intended audience. Review the data to track current followers, as well as whom the content reaches and who engages with it.
- Find patterns in successful posts. Analyze which posts achieve the best results and why. However, this step will become ineffective if posts are constructed the same way each time, so do not be afraid to test different tactics:
 - Experiment (develop a different type of post/campaign/presentation)
 - Engage (reply to a comment or create calls to action)
 - Measure (analyze impact)
 - Repeat (alter the post as necessary as informed by measurement).

Reporting

- While far from perfect, it is possible to measure the impact of one’s communication efforts more than ever before. As communications professionals, it is important to provide easily understood, clearly focused reports to commanders.
- Be the translator. For example, explain what a “like” and an “engagement” are. Reports need to be clearly understood by non-social media practitioners. Be sure to provide context to reports.
- Focus on what is important. Avoid providing numbers for the sake of numbers. Reporting should be done when there is a measurable impact on a required objective, or actionable data can be provided to the commander. Reach, impressions, and engagements may have meaning to social media managers, but not to commanders.
- Be clear about what metrics will be prioritized and why. As an example, some organizations may prefer to focus on the number of “likes” as a measure of success. Others will choose to focus on shares.

D. Personal use of social media

For personal social media accounts, the user need not include DoD affiliation in a profile. Remember that even when posting in a personal capacity, others may still identify a poster’s

DoD affiliation, even if not included in the public profile. Stating that one's views are personal does not remove the risk of negative media or other publicity. Social media practitioners should always keep in mind that posts can be shared outside of one's personal network.

Please follow Executive Branch-wide guidance for personal social media usage during work hours (see *Office of Government Ethics' (OGE) Legal Advisory, LA-15-03: The Standards of Conduct as Applied to Personal Social Media Use*, <http://www.oge.gov/OGE-Advisories/Legal-Advisories/LA-15-03--The-Standards-of-Conduct-as-Applied-to-Personal-Social-Media-Use/> Reference (e)), in addition to pertinent guidance in DoD Instruction 8550.01 (Reference (a)) and the Joint Ethics Regulation (Reference (f)).

IV. Records Management:

DoD components should create an internal records management process and should work with their service component electronic records management office to establish this process, in accordance with DoD Instruction 5015.02 (Reference (c)) and DoD Administrative Instruction 15 (Reference (d)).